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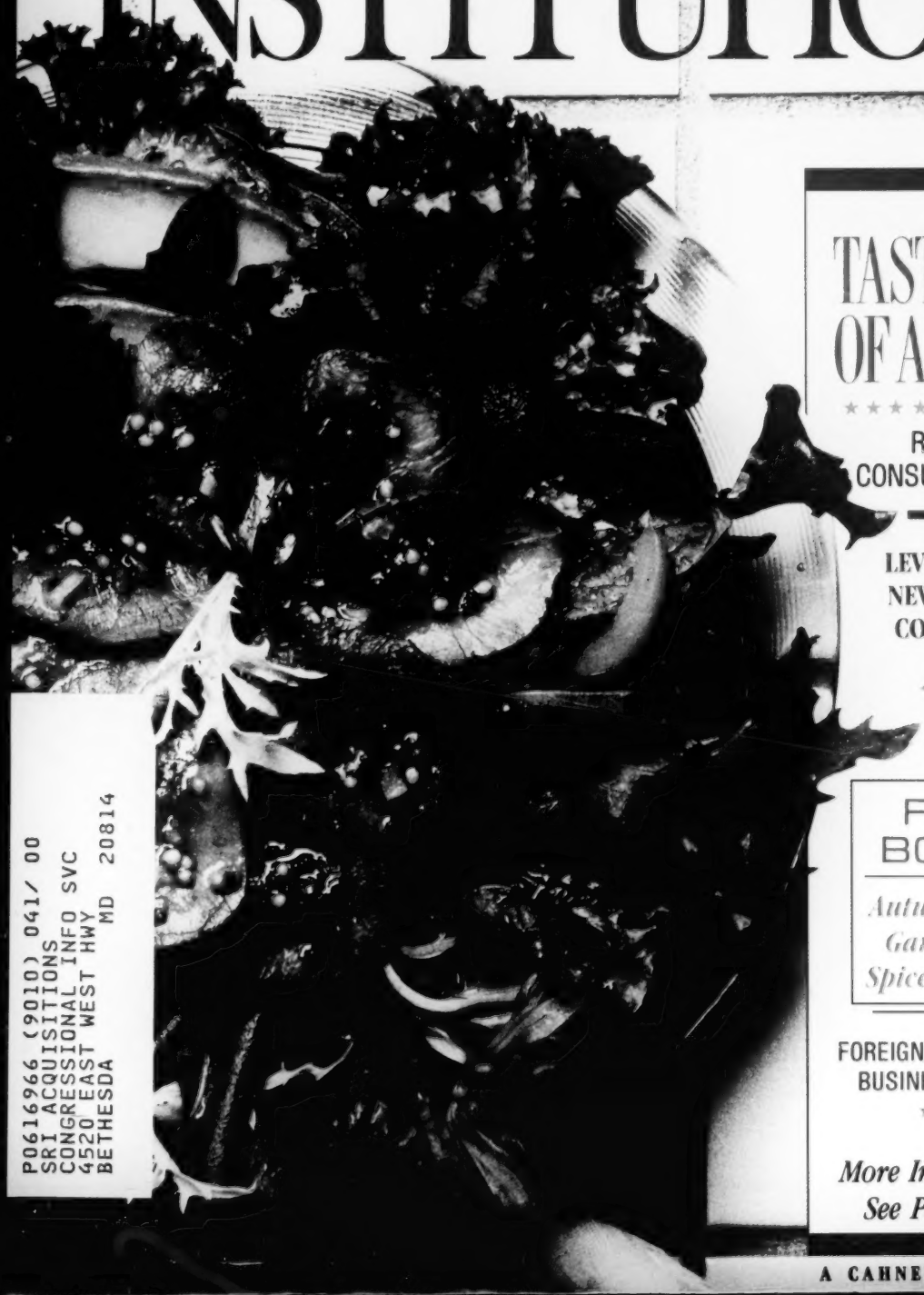

TASTES OF AMERICA

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

R&I'S 1990 CONSUMER SURVEY

LEVY LAUNCHES NEW SPECIALTY CONCESSIONS–

Venison On A Field Of Greens

FOOD BONUS

Autumn Leaves, Game Dishes, Spice Know-How

FOREIGN MARKETS: DOING BUSINESS IN CANADA

★ ★ ★ ★ ★

More Inside! See Page 2 ▷▷▷

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CONTENTS

VOL. 100 NO. 21

36 R&I EXCLUSIVE: TASTES OF AMERICA

Want to know if all those people who say they're eating healthfully really are? *R&I*'s Tastes of America survey divulges demographic trends—and confirms some common-sense suspicions—concerning Americans' dining-out choices.

84 CHAINS SEE THEIR NAMES IN NORTHERN LIGHTS

Canadian foodservice sales are expected to exceed $26 billion (Canadian) in 1990. In our Special Report, *R&I* takes a hard look at Canada's economy, its trade agreements and the strategic plans of top U.S. chains.

118 TIME TO TURN OVER A NEW LEAF

When autumn leaves fall into recipes and onto menus, foods become more robust, more interesting. Seasonal greens and vegetables will be cropping up soon in composed salads and entrees with other savory elements—poultry, seafood and meats.

175 MOBILE KITCHENS BECOME A DRIVING FORCE

A chain operator, a caterer and a cautious restaurateur each wanted a mobile kitchen. This issue's Equipment section describes how they reworked operations to put their meals on wheels.

186 THE HUNT FOR GREAT GAME RECIPES

Game—buffalo, deer and elk—still is unfamiliar territory for many restaurateurs, but European-trained and young American chefs have begun to offer more game items on the menu. Farm-raised game is milder in flavor than wild game, affordable and adds adventure to a menu. Our Food feature includes recipes and the *R&I* Great Game Glossary.

TASTE 134
Seafood entry from Culinary Team USA's "Mystery Box" competition

COMMENTS
JUST WHEN YOU HAD IT FIGURED OUT 4

POINT/COUNTERPOINT
INSTITUTIONAL OPERATORS IN NON-FOOD SERVICES 9

VIEWPOINT
AND HOW WAS YOUR MEAL? 14

R&I FORUM
LETTERS 18

R&I REPORT
THE HILL; WASTE WATCH; SERVICE 22
FOOD SAFETY; HELPING HAND 23
CALENDAR; CHOICE IN CHAINS; SCENE 24
RESEARCH NOTES; DATA DIGEST; TASTES OF AMERICA 28
PERSONAL GLIMPSE; TRAINING 32

MENUS
BILLS OF FARE HELP MARKETING 107
MENU PROMOTIONS; MENU NEWS 112

TASTE
THE MYSTERY BOX 134

INDEPENDENTS
LEVY OFFERS CONCESSIONS 142

INSTITUTIONS
FOOD FOR THE NEEDY 156
THE ROLE OF SCHOOL LUNCH 161

PREVIEWS
A SAMPLING OF COOKBOOKS 169

LIQUID ASSETS
MEMORABLE MIXES 171

FOOD
HEALTHLINE: RALPH & KACOO'S 192

PRODUCT KNOW-HOW
A LESSON IN SPICE USAGE 195
SPICE PRODUCTS 200

PRODUCT CATALOG
PRODUCT NEWS, FREE LITERATURE 203

CLASSIFIED ADS
BUYING, SELLING, CHANGING JOBS 216

ACTION EXPRESS
ADVERTISERS INDEX 226
PRODUCT RETRIEVAL 224
OPERATIONS IN THIS ISSUE 225
RECIPE INDEX 225

READER SERVICE CARD
SEND FOR FREE INFORMATION 227

R&I EXCLUSIVE

■ CONSUMER SURVEY

AMERICAN TASTES 1990

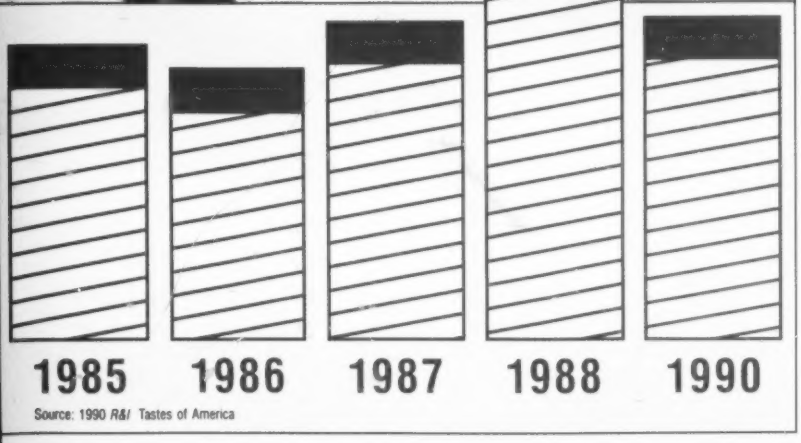
R&I's survey tells you who your customers are, what they're buying — and how they feel about dining out.

Confused by consumers who talk healthy but eat hearty? Got the feeling that off-premise is a bit off? Wondering if the ecology-minded "green" market will put money where its mind is and pay for recycled packaging? Wonder no more. As it has done almost every year since 1980, the latest *R&I* Tastes of America can tell you if those instincts are on target. The survey, conducted by the polling firm of National Family Opinion among almost 1,400 households last May, freeze-frames the foodservice behavior and beliefs of a nation. As usual, some of the details aren't pretty. For example, customers are indeed dining out less often each week than they used to, and are spending less to do so. But operators can take heart from the survey's other findings. The growth in number of two-paycheck households augurs well for foodservice; those couples budget much more for restaurant dining than one-income families. And while many customers admit to being more concerned with nutritious eating, the Tastes study identifies a full menu of food items—grilled chicken, frozen yogurt, seasoned fries—that appeal to all appetites. Best of all for the planet, most restaurant consumers *would* pay more for recycling, and for biodegradable food packaging, too. (One procedural note: Because the last Tastes of America survey appeared 20 months ago, in December 1988, that is the latest year available for comparisons.)

—By Brian Quinton, Beth Lorenzini and Rob Townsend

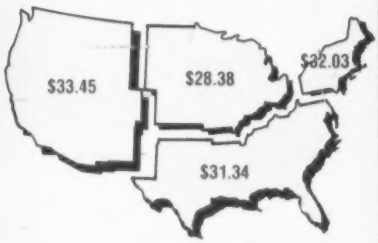
WEEKLY SPENDING SLIPS—BUT NOT TOO FAR

The average household now spends about $31.11 a week on eating out, about 2% less than December '88. But that still makes 1990 the second-best year of the decade, even if it beats '87 by only a few pennies. By comparison, the average household of 1980 budgeted $22.71 a week for food eaten away from home.



Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA AT A GLANCE



REGIONAL DINING OUT BUDGET
(weekly per household)

★ More than 96% of all households ate out last month. The typical household eats 9.6 meals out each week.

★ An average male adult eats out 5.28 times a week; the average female adult, 4.25 times; the average child/teen, 5.49 times.

★ 70.2% of those surveyed ate in a fast-food hamburger restaurant last month, making it the most popular type. Next came casual dining (48.9%) and pizza places (46.4%).

★ Three in four households practice "more healthy" eating habits than last year, consuming more fruits and vegetables (79.1%), more low-cholesterol foods (77.7%), and more low-fat items (76.7%).

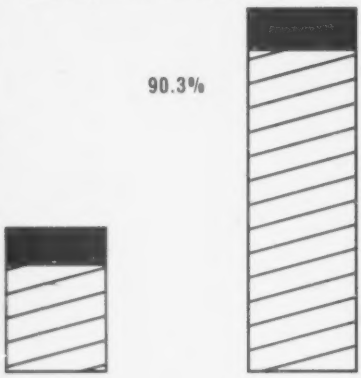
★ More than half of all households would pay more or go out of their way to patronize a restaurant that recycled paper and/or plastic, cut down on its packaging or used biodegradable packaging.

TASTES OF AMERICA

HABITS

THOSE WHO DINE OUT . . .
More than half the households surveyed include at least one member who dined out in the last 24 hours.

Total respondents = 100%



. . . AND THE MEALS THEY BUY
Lunch is a larger proportion of meals out than December '88, while dinner and breakfast hold steady.

Source: 1990 *R&I* Tastes of America

Mixed review: Weekly spending is down, but still reaches its second-highest level in 10 years.

In the area of dining-out behavior—how much people are spending on food away from home, and how often—the best news, quite frankly, is that the bad news isn't terrible. The big numbers are undeniably off from the last Tastes survey in late '88. For one thing, weekly dining-out spending per household is down 61 cents to $31.11, a drop of about 2% from 1988's decade high. Today's average U.S. household is eating 9.6 meals out in a given week, compared to 10.1 in '88.

Both those figures, however, are still at their second-highest levels of the last 10 years. (For a dash of perspective, the first Tastes of America survey, fielded in 1980, found that the average American household ate 6.4 meals out per week and spent $22.71 to do so.)

Lunch is 46% of all meals men buy, and about 40% of those women buy.

This year's respondents are also more likely to have dined out in the recent past. Of all households polled, 96% say one of their number ate out in the previous month, and 90.3% report that someone ate out last week. That's up slightly from 95.5% and 89.4%, respectively, in '88. When asked if anyone in their house ate out yesterday, 52% say "yes" this year, compared to 46% last time around.

MEAL-SPENDING MAP

Regional breakouts of spending and frequency both show mixed results. A tough recession has cost the Northeast its crown as the nation's dining-out

leader. The region's average weekly away-from-home spending dropped more than 7% this year to $32.03 per household. A household in that area now eats out 8.8 times a week—not the 10.4 times of the '88 survey.

The North Central and Western regions post smaller declines in both spending and frequency. A North Central household spends $28.38 a week on dining out, or 2% less than last year. Weekly eating-out occasions in the heartland also are off a bit, from 9.8 to 9.1 per household. By comparison, Western households are the year's big spenders. At $33.45 per week, even they budget 2.8% less than they did in '88. Westerners now eat out 10 times a week, down from the 10.5 times they reported in the last survey.

Only Southerners spend more in restaurants today than they did back in '88. While meals out remain steady at 10.4 per week, the weekly dining-out budget for an average Southern household has risen 3%, or about 91 cents, to $31.34.

SNACKS FALL BACK

Consumers appear to be conforming to the old time clock once again in their eating habits. In years past,

continued on page 40

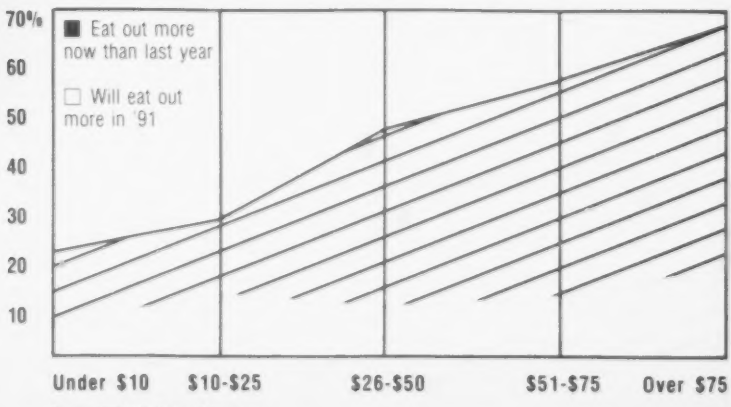
Snacking has dropped to less than one in five meal purchases.

TWO JOBS, NO COOKING

Two-income married couples with teens spend the most per week per household on dining out. But young singles still lead in per capita restaurant spending.

BIGGER SPENDERS ARE BETTER CUSTOMERS

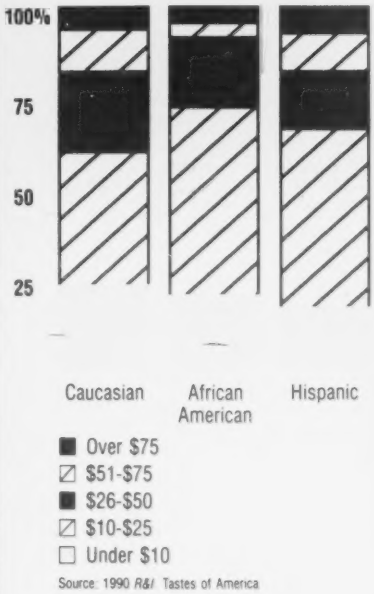
By their own report, the customers who spend the most per week in restaurants are also most likely to eat out more often than they did last year.



Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA

TABLESIDE TALLIES
Though restaurant choices vary by ethnic group, weekly dining-out spending remains remarkably steady.



Source: 1990 *R&I* Tastes of America

MELTING POT MEALS

Breaking out Tastes responses by ethnic group for the first time, the survey finds that the nation's three largest ethnic groups favor hamburger places above all. Casual dining is the second choice for both African Americans and Caucasians; Hispanics opt for pizza. Caucasians rank pizza places third and are the likeliest patrons of family-dining restaurants or coffee shops. African Americans name fast-food chicken their third preference; they choose full-service seafood restaurants more than the others. And Hispanics put sandwich chains third and tend to eat in cafeterias more than the first two groups.

Two-income families lead the ranks of those dining out more this year.

continued from page 39

R&I's Tastes studies detected substantial increases in food bought outside the traditional dayparts—in other words, snacks. Respondents to the '88 survey bought more than 21% of their meals at times other than breakfast, lunch or dinner.

Snacking, however, has slackened in 1990: This year the "other" daypart drops to 18% of all meals bought. About a third of the households surveyed buy snacks one or more times a week, compared to 40% in '88.

Instead, the midday meal has widened its lead over the other dayparts this year. In 1988, 37% of all meals bought away from home were lunches. This year, lunch accounts for 41% of all meals bought outside home. Dinner's portion of dining-out traffic holds steady at 29%, and breakfast remains at about 12%.

Children under 13 cut down family meal spending; those over 13 boost it.

GROWTH GROUPS

Which groups are eating out more often than last year? Families with two incomes and at least one teenage child, for one: 41.1% of these families dine away from home more now than in '88. And 34.5% of single parents with teens buy more meals out than a year ago. So do one-income married couples—either without children or with a youngster under 13.

Generally, two-income families spend much more per week on food away from home than their one-income counterparts. For instance: Married couples with two wage earners average $38.71 a week on dining out, and single-paycheck couples spend $30.92.

Unfortunately, in this age of booming babies, this year's survey suggests that having children dampens dining-out spending. The average restaurant budget for a childless household is $33.28 a week, compared to $28.69 for a home with children under 13. Operators needn't despair. Eventually, those toddlers will become teens; and the survey reveals that homes with a teenager spend more per week on eating out than those without—to the tune of $34.75.

And what of yesterday's hot target market, young singles? Long the darlings of restaurateurs, they don't look as promising as they once did. Back in '88, young singles spent an average of $38.31 per household per week on dining out—much more than either middle or older singles—and almost 45% were eating out more. This year the weekly figure is $32.45, and only one-third are dining out more often. They still eat out more often and spend more on it per week than their older counterparts. Singles across the age range currently spend an average of $24.61 per household per week on dining out.

OFF-PREMISE FALLS OFF

This year's survey is the first in five years to show a measurable decline in most forms of off-premise consump-

continued on page 47

TASTES OF AMERICA

HABITS

Casual dining shines as No. 2 among preferred restaurant types.

continued from page 40

tion. Only home delivery boosted its share; 28.7% of households had ordered food delivered in the month before the survey. That compares with 25.6% last time around.

Different regions favor different off-premise modes. Takeout is bigger than drive-thru in the Northeast and West—in fact, the Northeast is the best takeout country *in* the country. On the other hand, the North Central and Southern sectors prefer to order in their cars. C-stores and supermarket delis do best below the Mason-Dixon line. Home delivery is most widely used out West, and Midwesterners are the most likely to buy food from a supermarket soup or salad bar.

Despite its price/value associations, all off-premise dining seems to increase with both household income and weekly dining-out spending. Only in the purchase of food from c-stores do the big spenders give way to household incomes of less than $20,000.

Singles' weekly meal spending has fallen off about 6%, to $24.61.

CASUAL CHOICES

Since 1980, the Tastes of America survey has been asking respondents what types of restaurants they patronized in the previous month. As usual, quick-service hamburger places win by a mile: 70% of those polled have been to one recently. This year, for the first time, diners were able to check off "casual restaurants" as an option. And check it they did—almost 49% of them, enough to make it the second most-popular category. Casual dining apparently holds the most appeal for young or middle-age couples and for "dual income, no children" couples and least for one-income families.

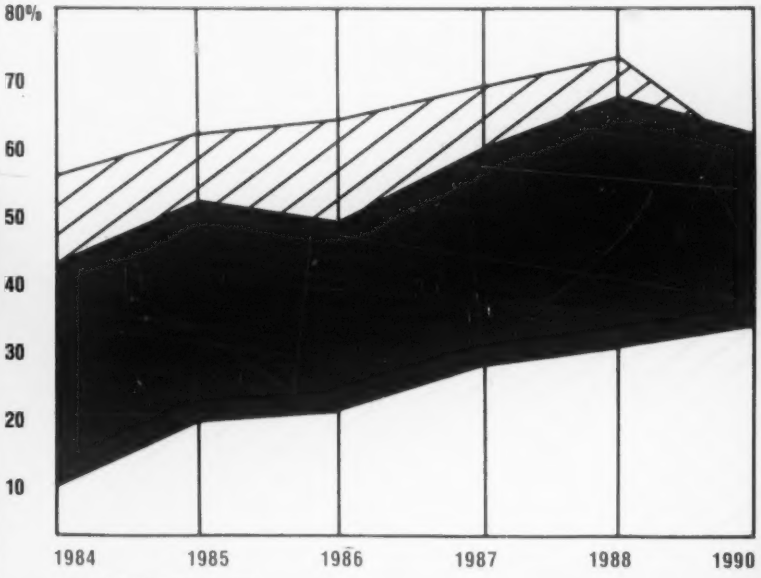
The rest of the list is essentially unchanged from past years. More than 46% of the survey's population went to a pizza place last month, and 45% ate in a family restaurant. About 27% bought fast-food chicken, and 26% visited an Oriental dining spot. The only real shift was in seafood restaurants, which drew only 19% of the survey population, compared with '88's 27%.

continued on page 52

Customers are coming back to in-store dining.

THANKS, I'LL EAT IT HERE

Among the major off-premise modes, only home delivery is being used more by this year's respondents.



Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA

America loves burgers and fries. But families, regions and incomes add twists to the data.

Western respondents order pizza more often than those in other regions.

HEALTHFUL FOODS WIN 'ORDERED MORE OFTEN' RACE

When asked which foods they are ordering more often than last year, more consumers say turkey and chicken than hamburgers, pushing hamburgers down from 6th place in 1988 to 8th place in 1990. Fried chicken, No. 7 in 1988's list of foods ordered more often than in the year previous, comes in at No. 32 in the 1990 listing.

While these choices support the idea that Americans are eating more nutritiously, don't let the statistics fool you; burgers still beat out grilled fish, turkey and grilled chicken selections when it comes to ordering foods more than once a month.

What's for breakfast? Lunch? Dinner? Most Americans ask themselves and their families these questions every day. The answers vary according to their family structure, how much they earn, and where they live.

This year's Tastes of America survey confirms some common-sense suspicions about food choices. Families with kids eat the most burgers and fries. Southerners order iced tea more than people in other parts of the country.

But for every suspicion the survey confirms, it also uncovers a few surprises. For instance: Consumers' passion for fruit is bigger in the Northeast than on the West Coast. Households making less than $12,500 a year order pasta entrees more often than households at higher income levels.

Item	Ordered more often than last year*	Ordered more than once a month*
Chicken	33.0%	56.7%
Fish	29.3	44.0
Salads	29.3	53.6
Vegetarian entrees	25.0	28.6
Pizza	22.3	47.7
Turkey	21.8	29.8
Grilled chicken	21.6	36.5
Hamburgers	21.6	58.0
Grilled fish	21.3	35.3
Frozen yogurt	18.6	29.2
French fries	16.2	55.6

*Based on those households ordering item in the past year.

Source: 1990 *R&I* Tastes of America

FOOD FAVORITES

There are, of course, some general trends that cut across income, family and regional boundaries.

Beef, chicken and salad were ordered most often in the past month—by one-third of survey respondents. Those same food items are ordered more than once a month most often as well, but when it's beef, it's most likely to be hamburgers and cheeseburgers (with french fries, of course), when it's chicken, it's most often fried.

Households that say they are eating less fat actually ordered burgers, fried chicken and fried fish at virtually the same rate as the total sample. Those who say they are watching their cholesterol order eggs and omelets only a fraction less than the average.

On the other hand, households that identify themselves as eating less fat do actually order grilled fish, grilled chicken, soups, entree salads and Mexican fare more than the average sample.

Among households with different incomes, food choices vary according to price, not necessarily healthfulness. For instance, ice cream, hot dogs, barbecued foods and pasta entrees are ordered once a month by more house-

TASTES OF AMERICA

Households that say they are eating less fat order more grilled chicken and entree salads.

continued from page 52

holds in the $12,500-and-under annual income bracket. More households making more than $12,500 but less than $20,000 a year order burgers, soft drinks and potatoes.

Any kind of beef and fries belong to households making more than $35,000 but less than $50,000. The over-$50,000 set is most fond of regular and decaffeinated coffee, diet pop, any kind of chicken and salads.

FAMILY AFFAIRS

Families in which both parents work, especially those with teenagers, are among quick-service chains' best customers. Fast-food staples such as burgers and fries, grilled and fried chicken, hot dogs and breakfast sandwiches are ordered more often by this family group than any other.

Singles with children are hot on ethnic foods—survey results indicate they order Italian, Mexican and Oriental foods more than married couples with children. Single parents also are more likely to order salads, pasta salads, sandwiches and vegetables than any other family group.

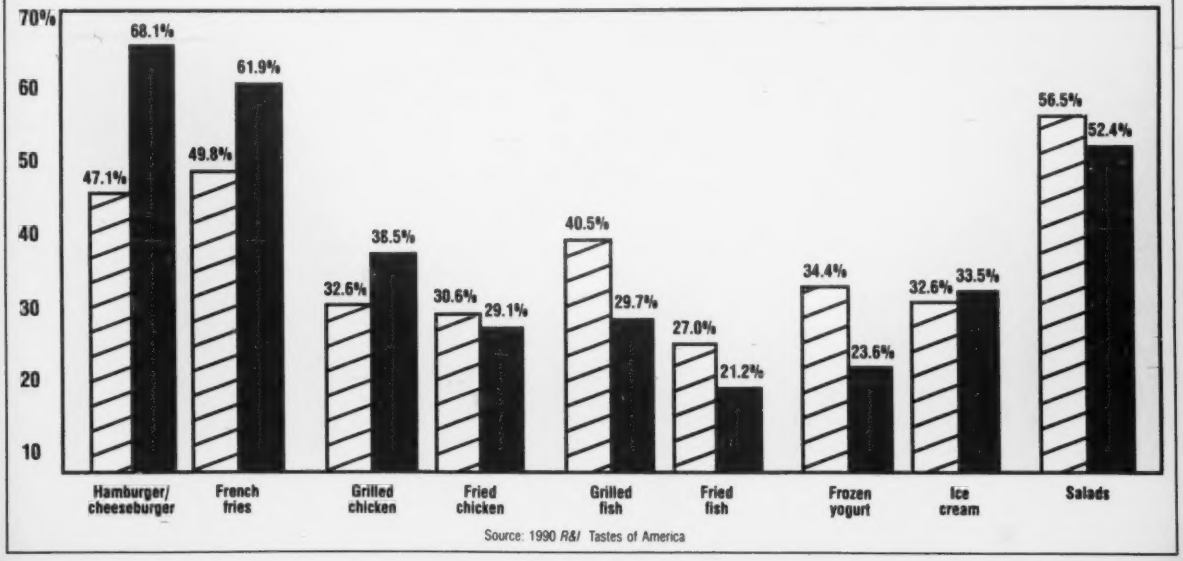
Young, middle-age and older singles, and single- and dual-income marrieds order wine, spirits and beer with comparable frequency, ranging between 10% and 15% of those respondents who have ordered alcohol in the past month. Without exception, singles with children order alcoholic beverages

continued on page 62

Hot dogs and similar no-fuss foods are popular in the North Central region.

ACTIONS SPEAK LOUDER . . .

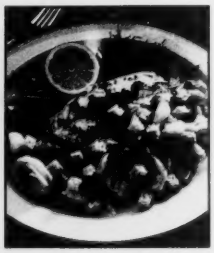
What consumers say and what they do often are two different things. Those who say they are "very" concerned about nutrition order fewer burgers, but more fried chicken than less concerned consumers. And despite the proliferation of frozen yogurt, ice cream orders for the two groups are just about equal.



Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA

VOICES



Americans prefer grilled chicken and seafood.

FIRE IT UP!

Consumers like their meat and poultry grilled, broiled and roasted. While deep-frying poultry drops off eight percentage points between this year's survey and the 1988 version, it still is the first or second method of choice for shellfish and seafood. At the same time, grilling of seafood and shellfish is gaining in popularity, ousting pan-frying in both catergories.

MEAT

Grilled	64.3%
Broiled	57.8
Baked or roasted	50.2
Stir-fried	27.8
Mesquite-grilled	25.0

POULTRY

Baked or roasted	63.4%
Broiled	42.1
Grilled	41.5
Stir-fried	29.4
Deep-fried	22.8

SEAFOOD

Broiled	47.3%
Deep-fried	35.8
Baked or roasted	34.0
Grilled	32.0
Pan-fried or sautéed	21.1

SHELLFISH

Deep-fried	40.7%
Broiled	25.7
Stir-fried	21.4
Grilled	14.6
Baked or roasted	11.8

Source: 1990 *R&I* Tastes of America

Singles with children order ethnic foods more often than married couples with children.

continued from page 56

most often. Couples, at any life stage, prefer regular coffee to soft drinks.

REGIONAL BEHAVIOR

Fast-food chains, take note. Southern customers have cottoned to your newest menu items. Take, for example, seasoned, coated french fries, offered at Arby's, Rax, Rally's and a number of other fast-food chains: One-third of the Southern-dwelling respondents who ordered seasoned fries in the past year order them more than once a month. (The preference for plain fries is strongest in the North Central region.) One-third also order frozen yogurt, another new addition at quick-service restaurants, more than once a month.

Respondents from the Western region have come up with a few food-preference shockers of their own. Pizza, long considered the bastion of the Northeast and North Central regions, has won the West: More than half the West Coasters who ordered pizza during the past year order it more than once a month, the highest percentage out of the four regions.

While pizza has come on strong in the West, Northeasterners still are most fond of Italian food in general. Nearly half of Northeast respondents order Italian entrees more than once a month—the next-highest frequency is found among North Central residents, a third of whom order Italian food more than once a month.

Among North Central region dwellers, down-home foods are king. More than two-thirds of the region's respondents who ordered burgers in the past year order them more than once a month, and nearly two-thirds order beef of any kind with the same frequency.

Families with children are among the biggest breakfast fans.

continued on page 68

TASTES OF AMERICA

continued from page 62

Full-service diners most want to relax.

Celebrations and getting out of the kitchen rate high as mealtime motives for dining out.

Good times and work avoidance. That might sound like childhood, but it's actually a summary of consumers' top reasons for visiting both fast-food and full-service restaurants, according to the 1990 Tastes survey.

Among full-service patrons, 54.9% most enjoy the pleasure of celebrating a special occasion with a restaurant meal. More than half of those who ate at a quick-service outlet last month say not wanting to cook played a big part in their decision to eat out. But fast-food operators shouldn't neglect the special touches either: Celebrations are the No. 3 dine-out reason cited by fast-food patrons.

The lines can't be drawn much more clearly between convenience and service: Approximately two-thirds of fast-food fans want to eat quickly and inexpensively. Meanwhile, 85% of all full-service diners want to enjoy relaxation, and nearly three-quarters seek to avoid spending time in the kitchen and be waited on.

Reasons for eating out vary drastically among different demographic groups. Staying out of the kitchen is a real goal for parents, both single and married. All the single parents surveyed who have children younger than 13 years old say avoiding cooking is either an important or a somewhat important reason for eating fast food. Married, two-income couples also like fast food for the same reason—cooking avoidance. But when one-income families, both married and single, want to sidestep the hassle of preparing a meal, they choose full-service restaurants; being waited on is undoubtedly a large part of the pleasure of eating out for these families.

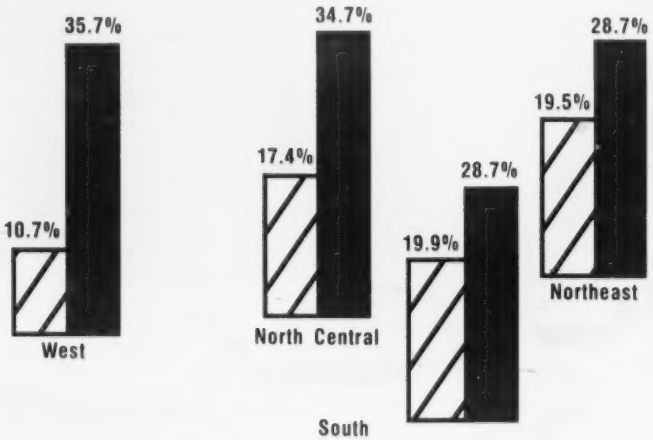
Full service and fast food also share three of the four least cited reasons for dining out. Evidently, the lesson of curiosity and the cat is not lost on many consumers because trying a new restaurant tied near the bottom, at 12th place, on both segments' lists. (Big spenders, however, are more adventuresome: More than half of those who spend more than $75 a week on restaurant meals say trying a new full-service place is very important, elevating it to fourth place.)

Overall, respondents to the survey say having a business meal is the least important reason for eating out—possibly a reaction to the 80% deduction for such meals. On the other hand, business meals are important to those who can charge them. Nearly 25% of the holders of the most common charge cards describe business meals as a very important reason for dining at full-service restaurants. Of credit-card users, 12.5% is the highest rate

continued on page 73

EATING OUT VS. GROCERIES: A REGIONAL PERSPECTIVE

Quite a difference exists between regions. The South shows the least disparity, with 19.9% rating eating out a good value and 28.7% giving the same value to groceries. In the West, however, only 10.7% find good value in dining away from home, while 35.7% consider groceries a good value.



Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA

Staying out of the kitchen is a real goal for parents, both single and married.

continued from page 68

of approval given by any particular card's users.

"I HATE TO COMPLAIN, BUT . . ."

Scarce labor and shrinking profit margins might make it tempting to go a little light on scheduled cleanup programs. But smart restaurateurs will resist that urge. This year's survey points emphatically to lack of cleanliness as the top customer irritant, skyrocketing up from No. 8 on the last hit list. Customers might simply be more aware of cleanliness because of some high-profile cases of foodborne illness. But operators might want to ask if their standards haven't slipped just a bit, putting the public on guard.

Cigarette smoke continues to decline as a diner irritant, probably reflecting the prevalence of designated smoking areas, as well as the fact that fewer people are smoking these days. Smoking topped the overall list of complaints in 1987, dropped to sixth place in 1988 and now has fallen to a lowly 12th.

Fewer customers are complaining that restaurant meals are not worth their price. That particular gripe ranked second in 1988, and now places fifth. Despite the increase in value perception, consumers aren't shy about knocking a bad meal—poor quality food remains third on the complaint hit parade, but the percentage of diners voting bad food into third place has jumped sharply—from 58.1% in 1988 to 80.8% in 1990.

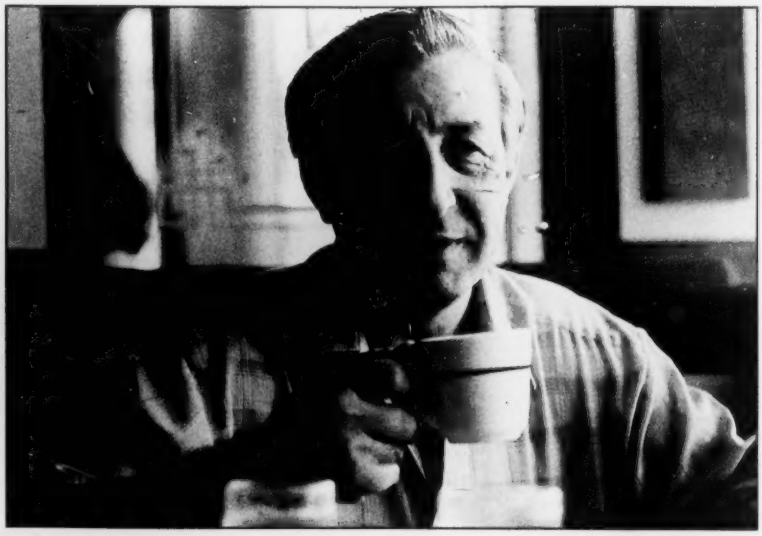
DINING OUT VS. GROCERIES

Eating out is perceived by consumers as a better value than five years ago: In 1985, 10.6% of respondents called dining away from home a good value; this year, 17.3% have the same opinion.

Groceries, by contrast, rate as a good value with nearly a third of all consumers. Yet the gap between those who think groceries are a good value and those who say the same about eating

continued on page 78

Older singles are less concerned about food safety than younger consumers.



AND THE NO. 1 REASON FOR DINING OUT IN AMERICA . . .

In descending order, consumers rank their reasons for dining out, at both fast-food and full-service restaurants.

FAST FOOD

Avoid cooking
Eat inexpensively
Celebrate special occasion
Eat quickly
Family night out
Enjoy familiar place
Meet friends
Relax
Varied menu
Be waited on
Try foods not eaten at home
Try new restaurant
Use coupons/discount
Enjoy atmosphere
Business meal

FULL SERVICE

Celebrate special occasion
Relax
Avoid cooking
Family night out
Be waited on
Enjoy atmosphere
Enjoy familiar place
Varied menu
Meet friends
Try foods not eaten at home
Eat inexpensively
Try new restaurant
Use coupons/discount
Eat quickly
Business meal

Source: 1990 *R&I* Tastes of America

TASTES OF AMERICA

High-income families value recycling more.

WASTE PROGRAMS PAY OFF

More than half of all consumers say they would pay more or go out of their way to patronize a restaurant with waste management programs in place. Health awareness intensifies this support: Patrons very concerned about nutrition are more ecologically motivated than those only somewhat concerned.

- Very concerned about nutrition
- Somewhat concerned about nutrition

Lack of cleanliness leaps to the top of the list of consumer complaints about foodservice.

continued from page 73

out has narrowed, especially among older singles. Of this group, one-third say dining out is a good value, with an equal percentage saying the same thing about buying groceries. Of young single respondents, 39.7% rate groceries' value highly, and 12.5% give the same approval to eating away from home.

Unfortunately, what they say and what they do are two different things: Only seven of 10 older singles visit a restaurant at least once a week, while 90.4% of young singles dine out at least once a week.

ENVIRONMENTAL ACTION

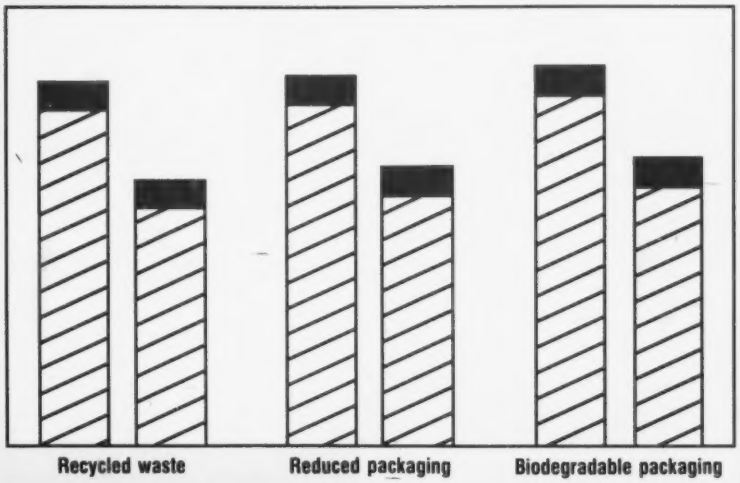
For the first time, *R&I*'s Tastes survey asks consumers whether they would pay more or go out of the way to patronize a restaurant that recycles waste paper or plastic, cuts back on its food packaging, or uses only biodegradable packages. More than half the respondents say yes to all three propositions. As a word to conjure with, "biodegradable" appears to contain the most enchantment, although not by much. Almost 59% would frequent an establishment that uses biodegradable packaging; more than 57% would support reduced food packaging, and about 56% would go out of their way or pay a premium for recycling efforts in foodservice.

With California's proactive history of ecological policies, it's no surprise that the West leads all other regions of the country in favoring foodservice's environmental programs. For instance, 62.9% of Western customers favor biodegradable packaging, compared to 56.8% in the Northeast.

Environmental concern tends to increase a bit with household income. An average of 51.8% of households earning less than $12,500 per year favor a reduction of fast-food packaging; this number grows to 59.7% of households making more than $50,000 annually.

Patrons interested in their own health also worry about the Earth's well-being, survey results indicate. Consider the views on recycling for those very concerned about nutrition and those not at all concerned: 66.1% of health-conscious consumers favor recycling, compared to only 26.2% of those not interested in nutrition.

With customers citing uncleanliness as their top complaint, it isn't surprising that eight out of 10 restaurant consumers nationwide also are "very" or "somewhat" concerned about what goes into their food on the farm, at the factory or in the back of the house. In a separate question, this year's Tastes study asked, "When ordering restaurant food, how concerned are you about the possible danger posed by a) bacteria, b) chemical additives, and c) fertilizers/pesticides?" More than 85% of the survey say they worry about the presence of bacteria in the food they order, and about 84% are wary of chemical additives. Another 79% are concerned about the fertilizers and pesticides used on their food. R&I



Source: 1990 *R&I* Tastes of America

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ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

Advertiser	Inquiry No.
Allen Canning (p.96-97)	33
Alto-Shaam, Inc. (p.69-72)	23,24,25,26
American Egg Board (p.197)	66
American Gas/Hobart (p.177)	58
Arctic Alaska Fisheries Corp. (p.207)	72
Armour Foodservice (p.95)	32
Beef Industry Council (p.126-127)	42
Bellsouth Companies (p.228)	87
Buffalo China, Inc. (p.29)	12
California Avocado Commission (p.26-27,76-77)	11,27
Cambro Mfg. Co. (p.108-111)	36,37
Chef Francisco (p.202)	
Chiquita Banana (p.199)	69
Classified Advertising (p.216-222)	
Cleveland Range, Inc. (p.182-183)	60
The Clorox Co./Hidden Valley Ranch, Salad Dressing Mixes (p.79)	
Continental Coffee Products (p.IBC)	88
Custom Foods (p.86-89)	30
Dannon Co. (p.197)	67
Dormont Mfg. Co. (p.214)	77
The Drackett Products Co. (p.209)	73
Durkee-French Foods, Inc. (p.189-191)	
Electric Cooking Council (p.178-179)	
Equal Foodservice Group/The NutraSweet Company (p.6-7)	3
Fritolay Inc. (p.158-159)	52
General Foods Corp., Beverages (p.19)	8
General Mills, Foodservice Div. (p.120-121)	39
Heinz Co., H. J. (p.16-17)	7
Hidden Valley Ranch, Salad Dressing Mixes/The Clorox Co. (p.79)	
Hillshire Farms (p.227)	86
Hobart/American Gas (p.177)	58
Hormel & Co., George A. (p.66-67)	22
Hospitality Mints (p.214)	82
Hunt-Wesson Foodservice Div. (p.3,5,8)	4
Iceland Seafood Corp. (p.48-51)	16,17
International Hotel/Motel Management (p.223)	85
International Multifoods (p.53,55,113-116)	18,38
John Morrell (p.82-83)	29
Karp & Sons, L. (p.57)	19
Kikkoman Int'l. Inc., (p.186-187)	63
KitchAid, Inc. (p.213)	76
Lamb-Weston (p.30-31,33)	13,14
Lancaster Colony Commercial Products (p.214)	81
Land O Lakes, Inc. (p.99,144-145,205)	34,46,71
Lanikai International, Ltd. (p.172-173)	56
Larsen Co., The (p.63)	20
Libbey Glass Foodservice, Libbey Glass Div. (p.25)	10
Merico, Inc. (p.1)	2
Middleby Marshall, Inc. (p.185)	62
Minor Corp., L.J. (p.15)	
Nabisco Brands Inc., Foodservice Div. (p.10-13,80-81)	5,6,28
National Dairy Board (p.101-106)	135
National Dairy Products Corp. (p.123,125)	40,41
National Fish & Seafood Promotional Council (p.163-168)	54
National Honey Board (p.160)	53
National Pork Producers Council (p.154-155)	150
New Zealand Meat Producers Board (p.185)	61
Norpac Food Sales (p.IFC)	1
Nugget Distributors (p.148-151)	48
Old El Paso, Pet Food Service (p.64-65)	21
Otis Spunkmeyer Cookies, Inc. (p.201)	70
Pace Foods, Inc. (p.26-27)	11
Perrier (p.170)	55

continued on page 224

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